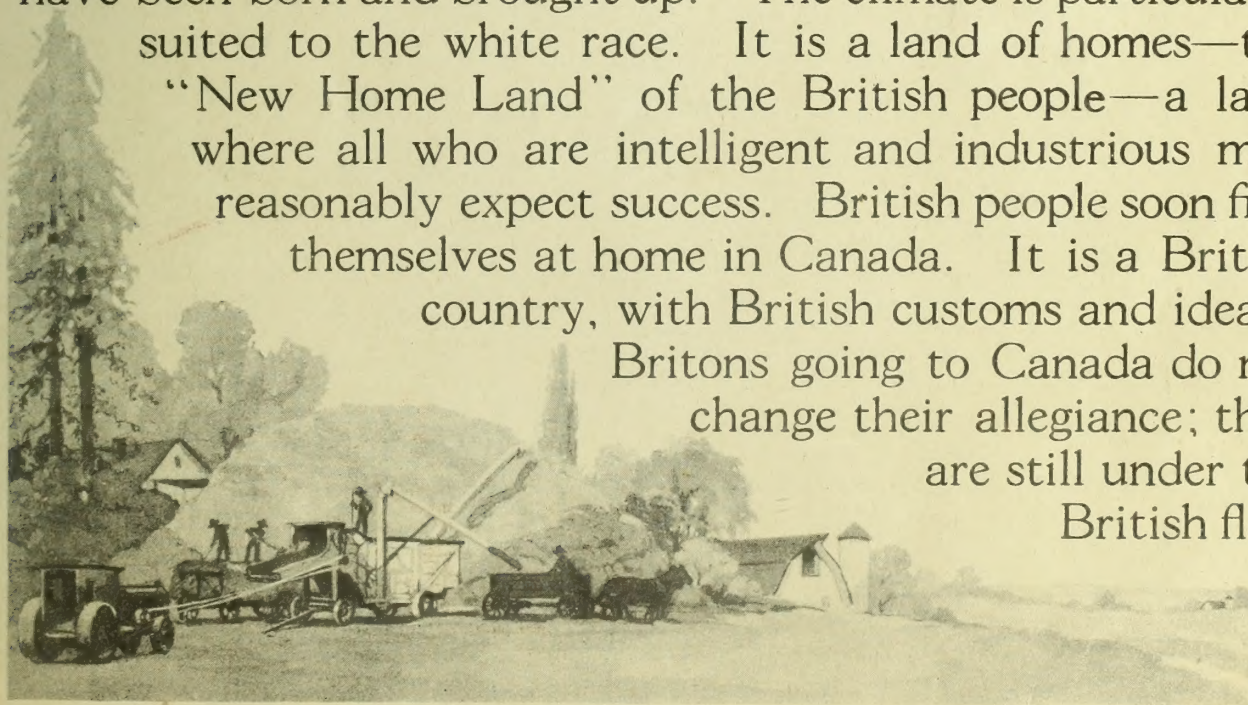


CANADA

The New Home Land

CANADA presents a strong appeal to all who wish to make a new home in a new land. This is especially true of its appeal to the people of Great Britain and Ireland. Canada is the nearest to the Motherland of all the great Dominions of the British Commonwealth—only a few days' journey lie between Britain and Canada. Modern ocean liners have brought the coast of Canada within five days of Liverpool.

Canada is situated mainly in the North Temperate Zone, in the latitudes in which the people of the United Kingdom have been born and brought up. The climate is particularly suited to the white race. It is a land of homes—the “New Home Land” of the British people—a land where all who are intelligent and industrious may reasonably expect success. British people soon find themselves at home in Canada. It is a British country, with British customs and ideals; Britons going to Canada do not change their allegiance; they are still under the British flag.



CANADA ~ *The New Homeland*

Farm Opportunities in Canada

Three hundred million acres of land suitable for farming lie within the borders of Canada. Of this vast acreage less than 60,000,000---about one-fifth---are under cultivation. In Western Canada alone about 140,000,000 acres await settlement, and correspondingly great areas are still available in Eastern Canada. This fertile land may still be bought at low prices, often as low as from \$15 (£3) to \$20 (£4) an acre, freehold, for good land convenient to railways and markets, in districts with schools, churches, telephones, and all the advantages of community life. Lands further back from railways may be had at still lower prices, or as free Government grants.

Understand clearly that the reason why land is so cheap in Canada is that it is so plentiful. The land itself is of the highest quality. Of course, in a great area like Canada, there are great varieties of local conditions, and those who go to buy land should make careful investigation before deciding.

This is made particularly easy for the new settler in Canada. A Land Settlement Branch is operated as the colonization arm of the Canadian Department of Immigration and Colonization to insure new settlers being directed to lands where they can have the best opportunities of success, and to safeguard them from exploitation in the purchase price of farms which they buy. The service and advice of the Canadian Land Settlement Branch is available without charge, and should be made use of by every new settler.



A Wheat Field in Western Canada. (Inset) Cows in a Canadian Pasture.

CANADA ~ The New Home Land

The quality of Canadian land, and the suitability of the climate to agricultural development, are best indicated by Canada's rapidly increasing importance as a food-producing country. Although only about one-fifth of the land suitable for farming is as yet under cultivation, Canada is already the second greatest producer of wheat and oats in the world, and is rapidly forging ahead in other lines of production.

The total farm production of Canada in 1900 was valued at \$364,907,000 (about £73,000,000); by 1922 it had reached a total of \$1,420,170,000 (about £285,000,000). An industry which increases four fold in twenty-two years must be one well

CANADA is the largest and nearest of the Sisterhood of British Nations. It has the climate of the North Temperate Zone, ranging from the latitude of Italy to above the Arctic Circle. It has vast resources in Minerals, Forests, Fisheries, and particularly in its millions of acres of Fertile Farm Lands. These lands can be bought at Low Prices and on Easy Terms, or, in the more remote regions, may be taken as Free Government Grants. Men, Women and Youths of Good Health and Good Character, who are willing to work and adapt themselves to the needs of a New Country, will find in Canada Great Opportunities for Prosperity and Success. Full Particulars may be had from the Superintendent of Emigration for Canada in London, 1 Regent Street, S.W. 1, or any Canadian Government

suites
to the
natural con-
ditions found
in the country.

In 1900 the wheat crop of Canada amounted to 55,000,000 bushels; in 1923 it was 475,000,000 bushels.

Oats in the same period increased from 151,000,000 bushels to 531,000,000

bushels; barley from 22,000,000 to 80,000,000 bushels; rye from 2,000,000

bushels to 27,000,000. Side by side with this

great increase in grain crops has been a great development of other classes of agriculture. Butter,

cheese, livestock, fruit, garden products, hay and fodder

crops—the increase of these products is the best evidence of

the return which Canada offers to those who will apply themselves to her fertile farm lands

CANADA *~ The New Home Land*



A Glimpse of the Charming Landscapes of Eastern Canada.

How Can I Get a Farm in Canada?

How can I get a farm of my own in Canada? That is the question which thousands of ambitious men, anxious to better their circumstances, anxious to get into a position in which they need not fear unemployment or the ups and downs of industrial life, are asking themselves. There are four principal ways in which this can be done. First, by outright purchase. For this you will require a capital of from £400 upwards, according to the size, location, and value of the farm selected. Second, by taking land as a free Government grant. Such lands are for the most part at considerable distances from railways, and for that reason are, for the time being, more suitable for stock-raising than for growing grain for market. To persons of a pioneering temperament, willing to "rough it" for a few years, they afford a very real opportunity.

The third means of acquiring a farm is by a method of buying "on shares", which means that a certain agreed share of each year's crop is applied on the price of the land until it is paid in full. The fourth way is to take employment with a Canadian farmer and, while learning the business, gradually save up enough money to start on a farm of your own on one of the three plans already outlined, or, perhaps, as a renter for a few years with option of purchase. These four courses open to every ambitious, industrious man of good health and character an opportunity to own a farm home of his own in Canada. If desired, the Government's Land Settlement officials will give sound and reliable information on any agricultural settlement problem. Those intending to settle on the land, whether by purchase or otherwise, in self protection: (a) Before selecting a particular locality; (b) Before agreeing to buy any farm land; (c) Before loading up with stock and equipment; (d) Before starting initial farm operations or the construction of buildings; should see or communicate with the Land Settlement Branch office nearest to them.



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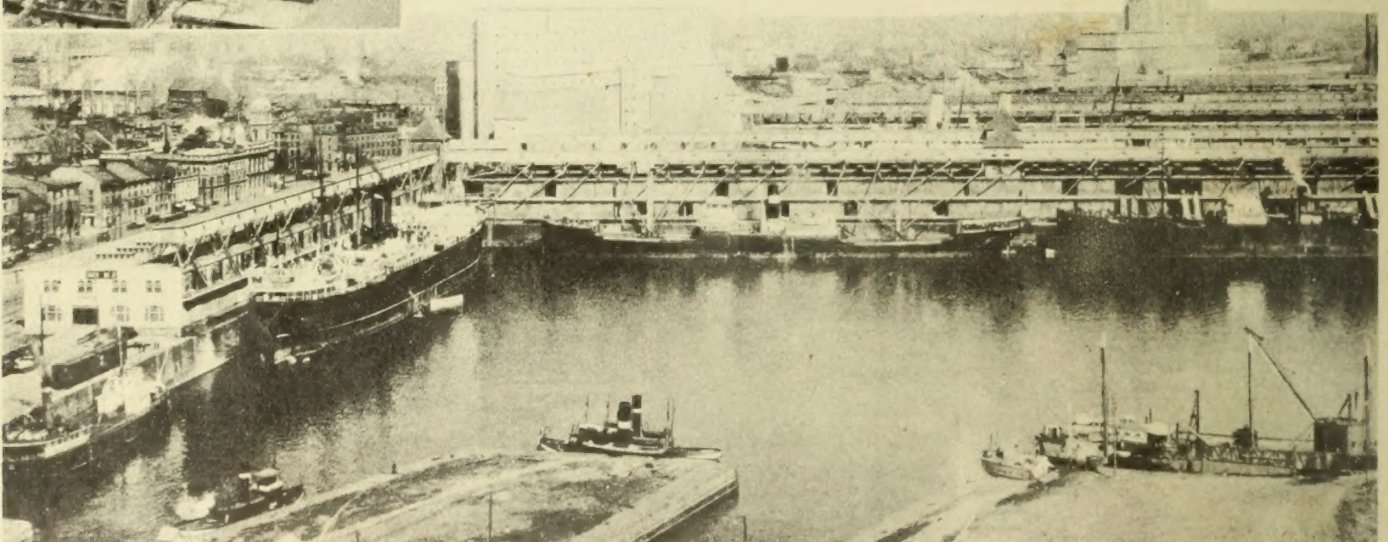
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CANADA *~ The New Home Land*

Other Opportunities in Canada

Notwithstanding the great opportunities which await the husbandman in Canada it is a mistaken view to suppose that the opportunities for newcomers are entirely limited to the cultivation of the soil. Because of Canada's great areas of fertile lands, awaiting only the touch of the husbandman to spring into productivity, the special appeal made by the Canadian Department of Immigration and Colonization has been and is for the man who will engage in work upon the soil. But it by no means follows that the Dominion is without opportunities for those engaging in other lines of industry.

Some idea of the variety and extent of the opportunities which Canada affords may be gained from a very brief review of the country itself. With an area of 3,729,665 square miles Canada's present population is less than $2\frac{1}{2}$ persons to the square mile, compared with such countries as Belgium with over 666 to the square mile, the Netherlands with 542, the United Kingdom with 385, and even the United States, with 35. Germany, occupying the same general latitudes as Canada, and probably without greater proportionate resources, supports 332 persons to each square mile of territory.



Montreal Harbour. (Inset) A Glimpse of the Business Section of Toronto.

CANADA ~ *The New Home Land*

It is estimated that about 600,000,000 acres of land surface of Canada are covered with forest growth. Of this area about one quarter bears merchantable saw timber, and much of the remainder carries timber suitable for pulpwood. The production of lumber has attained a value as high as \$168,368,000 (£33,673,600) in a single year, and the annual production of pulpwood exceeds \$50,000,000 (£10,000,000). The surplus of exports over imports of wood, wood products, and paper for the year 1923 amounted to \$192,911,000 (£38,582,200). In such an industry there is a large and growing consumption of labour and material.

The mineral wealth of Canada is as yet but vaguely indicated, yet in 1922 the mineral production reached a value of over \$183,000,000 (£36,600,000). The distribution of mineral wealth is indicated by the fact that every province in Canada, with the exception of Prince Edward Island, is represented in this total. In the development of Canada's known mineral resources, and in the discovery of mineral wealth as yet uncharted, lie opportunities for both capital and labour upon which it is impossible to fix any definite bounds.

A resource which has but recently begun to be valued at its true worth is the enormous power available from Canada's tumbling rivers and waterfalls. The available horse power is estimated, at low water flow, at over 18,000,000. In its supplies of cheap hydro-electric energy, one of the most essential requirements of successful manufacturing enterprise, Canada is in an exceptionally fortunate position.

Two of the three greatest fishing areas in the world—the North Atlantic and the North Pacific—border the coast of Canada, and the annual value of fishery production exceeds \$35,000,000 (£7,000,000). Fish from Canadian waters are of particularly high quality and the industry is as yet on a very small scale compared to what may be expected of it in the years to come. It affords to men of a sea-faring disposition good returns on a modest investment.

Out of these varied resources has grown an extensive manufacturing industry, amounting to as much as \$4,000,000,000 (£800,000,000) in a single year, and employing approximately 685,000 hands. Closely associated, also, is an elaborate system of transportation by land and water, and systems of finance and distribution, employing men and women of a vast variety of experience and qualifications.

For full information about these and other opportunities to be found in Canada communicate with any Canadian Government Emigration Agent, or direct with the Superintendent of Emigration for Canada in London, 1 Regent Street, S.W.1.



Harvesting Wheat in Western Canada.

CANADA - THE KEYSTONE OF THE BRITISH EMPIRE



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